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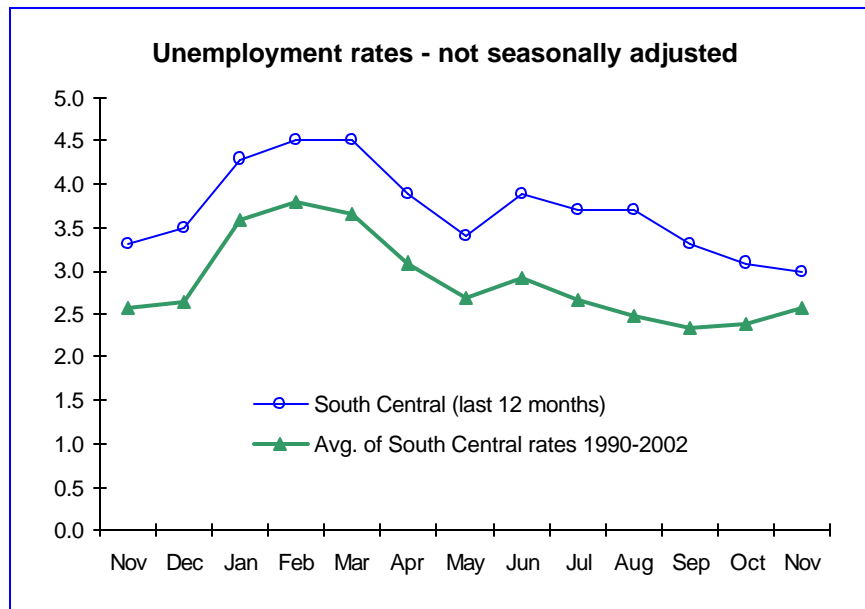
Instead of typical November increase, unemployment rates fall

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In November, **Columbia County** was about 0.2 percent below its typical November unemployment rate, which is quite a contrast from the last year, particularly summer months when rates were 0.8 percent to 1.6 percent above typical levels. From October to November, the largest change in employment-by-industry estimates was the loss of 160 jobs in leisure & hospitality. The seasonal decline in this sector is sharper this autumn than last. This August saw 430 more leisure & hospitality jobs than last August, while this September saw

only 220 more leisure & hospitality jobs than last September. Employment estimates have started picking up in information, professional, business & other services. January through June saw estimates below their levels from the same month last year, so it might be encouraging to see fewer job losses in this sector this autumn than last.



Falling in a month that usually sees increases, **Dane County's** unemployment rate is just 0.5 percent above its typical November level, closer than it has been at any point in the last 12 months. The change is encouraging when compared to summer rates 0.8 percent to 1.1 percent above typical levels. The addition of 900 retail trade jobs was the greatest private-sector change in from October to

November and the addition of 1,600 retail trade jobs between last November and this November was the largest numerical increase; proportionally it was second only to education & health services job increase over the year.

Labor force estimates - not seasonally adjusted

	Wisconsin			South Central			Columbia			Dane		
	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change
Civilian Labor Force**	3,074,600	-15,930	58,500	455,800	-1,870	13,700	28,900	-450	1,240	295,100	990	10,300
Employed	2,937,600	-11,880	71,800	442,300	-1,280	14,800	27,400	-460	1,330	288,700	1,520	10,700
Unemployed	137,000	-4,050	-13,360	13,500	-590	-1,110	1,450	0	-90	6,500	-530	-440
Unemployment rate (%)	4.5	-0.1	-0.5	3.0	-0.1	-0.3	5.0	0.1	-0.6	2.2	-0.2	-0.2

	Dodge			Jefferson			Marquette			Sauk		
	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change
Civilian Labor Force**	46,000	-1,030	580	41,700	-740	100	7,700	-40	300	36,500	-600	1,190
Employed	43,900	-810	820	40,100	-700	220	7,100	-120	340	35,100	-710	1,360
Unemployed	2,100	-220	-250	1,610	-40	-120	560	80	-40	1,320	110	-170
Unemployment rate (%)	4.6	-0.4	-0.6	3.8	-0.1	-0.4	7.3	1.1	-0.9	3.6	0.3	-0.6

** Includes labor force participants residing in area. Estimates are **NOT** seasonally adjusted. Current month estimates are preliminary and subject to revision. Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations are based on unrounded numbers. Results are rounded. For more information call (608) 242-4885 or email dan.barroilhet@dwd.state.wi.us.

For the second month in a row, **Dodge County** saw its unemployment rate fall instead of increasing as it usually does at this time of year. This left the rate 0.9 percent above its typical levels, in contrast to summer levels which were 1.8 percent to 3.2 percent above typical levels. Manufacturing employment remains below last year's levels by an uncomfortable margin (down 450 jobs). The autumn job loss is consistent with last year's seasonal trend and the margin is not as wide as it was this summer, but the manufacturing job estimates are lower than they have been at any point since January 2002. The leisure & hospitality sector appears to be following a similar seasonal pattern to last year, and, despite November declines, has seen more job growth in the last 12 months than any other sector.

Falling in a month when it usually rises, **Jefferson County**'s unemployment rate was 0.5 percent above its typical November level; this is much closer than summer levels 1.0 percent to 1.2 percent above their typical levels. The gap between current levels and typical levels fell markedly for three months in a row. The leisure & hospitality sector expects seasonal fluctuation, and this September-through-November saw twice as many jobs shed as last September through November. Nonetheless, no sector added more jobs between last November and this November than leisure & hospitality. Since February of 2002, only one month has seen a more than 100 manufacturing jobs gained, seven months have seen more than 100 manufacturing jobs lost. A power generator manufacturer may add jobs over the next few months and a printing concern intends to reduce employment by the year's end.

Marquette County's unemployment rate rose less sharply than usual, leaving it 0.6 percent above the typical November rate. Summer rates were 1.2 percent to 2.5 percent above typical levels, so the trend could look like the beginnings of a recovery, if it continues long enough. The leisure & hospitality sector peaked slightly lower this summer than last. Except for July, its job levels have been slightly above last year's for most of this year. This November's job losses in the sector follow last year's trend. The construction industry expects a seasonal decline as winter approaches, and this autumn saw fewer construction job losses than last autumn.

Including November, **Sauk County** has seen its unemployment rate dip below typical levels for seven of the last twelve months, and November's level, (0.5 percent below the typical November level) is the county's biggest gap of the year. (In the case of Sauk County, the definition of a "typical" unemployment rate may be distorted by rather unique circumstances in the early 1990s.) Over the summer months, the leisure & hospitality sector had roughly 2,300 to 2,500 more jobs than the same months last year. By November, this 1-year growth shrank to just 550 jobs over last November. From January to August, the retail & wholesale trade sector had something like 500 to 600 fewer jobs than the same months last year. By November, the estimates were 230 jobs above last year's estimates. This seems more likely to be retail trade job growth than wholesale.

Employment by industry estimates - not seasonally adjusted

	Wisconsin			South Central			Columbia			Dane		
	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change
Total jobs, all industries*	2,799,800	-4,500	-5,200	439,100	-60	3,600	21,500	-280	560	309,100	1,600	3,500
Const., min'g & nat. resources	123,800	-3,800	-6,400	22,900	-540	600	1,210	-30	60	15,800	-300	400
Manufacturing	508,300	-1,100	-16,500	60,700	-590	-640	4,800	-50	-30	29,300	0	900
Trade (wholesale & retail)	446,100	4,600	9,400	66,400	1,290	2,600	3,200	-20	130	45,800	1,000	2,000
Transport, Whrsing, Utilities	105,200	400	-100	11,200	-290	-170	740	-40	20	7,400	-100	800
Financial activities	158,500	800	4,600	29,200	-90	900	600	0	70	25,500	-100	900
Education & health services	372,500	100	10,900	44,600	400	1,640	2,600	20	20	29,600	300	1,500
Leisure & hospitality	232,400	-7,000	1,000	40,100	-1,160	1,010	2,400	-160	220	23,700	0	-100
Info, prof, bus. & other svcs	430,100	-4,100	1,400	68,300	-660	840	2,000	-30	110	55,800	-500	700
Government	422,900	5,600	-9,500	95,900	1,570	-3,100	3,900	20	-40	76,200	1,400	-2,700
	Dodge			Jefferson			Marquette			Sauk		
	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change	Nov 2003	1-month change	1-year change
Total jobs, all industries*	33,100	-540	-210	35,300	-90	-730	4,100	-90	60	36,000	-660	470
Const., min'g & nat. resources	2,300	-80	10	1,340	-30	100	250	-20	10	1,950	-90	10
Manufacturing	10,000	-360	-450	9,000	-40	-950	1,310	0	-10	6,300	-140	-100
Trade (wholesale & retail)	3,900	90	40	6,200	40	150	470	-10	10	6,700	190	220
Transport, Whrsing, Utilities	1,020	-10	0	1,190	0	-50	50	-10	-10	790	-30	-30
Financial activities	710	10	-30	970	0	30	120	0	0	1,260	0	-70
Education & health services	4,200	10	160	4,500	20	-60	300	0	-10	3,300	50	30
Leisure & hospitality	2,700	-140	180	3,400	-120	160	460	-50	10	7,500	-700	550
Info, prof, bus. & other svcs	2,900	-40	30	4,500	-10	0	230	0	0	2,700	-90	0
Government	5,300	-20	-150	4,100	40	-110	910	-10	50	5,500	140	-150

*Includes jobs with employers in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary and subject to revision.

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